



KIRO-TV, Inc.  
2807 Third Avenue  
Seattle, WA 98121

Media Strategies & Research  
1580 Lincoln Street  
Suite 510  
Denver, CO 80203-1907

## Contract # 322634

**Schedule Dates** 07/27/12-08/07/12  
**Advertiser** POL/Senate/Democrate/Marie Cantwell (16658)  
**Agency** Media Strategies & Research (1583)  
**Product** Political - Federal Candidate (1067)  
**Brand** Political Candidate (18969)  
**Salesperson** Blakely, Dave (1018)  
**Sales Office** KIRO-TV  
**Buyer Name**  
**Phone/Fax** /  
**CPE** EST #11422  
**Account Types** Local/Political  
**Billing Type** Standard  
**Comments**

**Date Entered** 07/17/12  
**Last Modified** 08/01/12  
**Entered By** Dana Dixon  
**CO-OP** No  
**Headline #**  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$3,982.50  
**Net Total** \$22,567.50  
**Sales Tax**

## Seattle (KIRO)

By Broadcast Month	Spots	Rate
Jul. 2012	7	\$4,540.00
Aug. 2012	35	\$22,010.00
<b>Grand Total:</b>	<b>42</b>	<b>\$26,550.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	07/30/12-08/03/12	4	:30	5:56A- KIRO 7 EYEWITNESS @ 6A (CONT.)		1				1			2	\$350.00	\$700.00	Seattle (KIRO)		7/17/12
2.0	Normal Line / Spot	08/07/12-08/07/12	4	:30	5:56A- KIRO 7 EYEWITNESS @ 6A (CONT.)			1						1	\$350.00	\$350.00	Seattle (KIRO)		7/17/12
3.0	Normal Line / Spot	07/31/12-07/31/12	5	:30	5:56A- KIRO 7 EYEWITNESS @ 6A (CONT.)			1						1	\$100.00	\$100.00	Seattle (KIRO)		7/17/12
4.1	Normal Line / Spot	08/06/12-08/06/12	5	:30	7A- CBS THIS MORNING		1							1	\$100.00	\$100.00	Seattle (KIRO)		8/1/12
5.0	Normal Line / Spot	07/28/12-07/28/12	4	:30	6:57A- KIRO 7 EYEWITNESS NEWS SAT MORNING							1		1	\$195.00	\$195.00	Seattle (KIRO)		7/17/12
6.1	Normal Line / Spot	08/05/12-08/05/12	3	:30	6:57A- CBS SUNDAY MORNING								1	1	\$795.00	\$795.00	Seattle (KIRO)		7/24/12
7.0	Normal Line / Spot	08/01/12-08/01/12	4	:30	9:56A- PRICE IS RIGHT				1					1	\$485.00	\$485.00	Seattle (KIRO)		7/17/12
8.0	Normal Line / Spot	08/06/12-08/06/12	4	:30	9:56A- PRICE IS RIGHT		1							1	\$485.00	\$485.00	Seattle (KIRO)		7/17/12
9.0	Normal Line / Spot	08/02/12-08/02/12	3	:30	9A- RACHAEL RAY					1				1	\$200.00	\$200.00	Seattle (KIRO)		7/17/12
10.0	Normal Line / Spot	07/27/12-07/27/12	3	:30	3:58P- 5P (PST)						1			1	\$480.00	\$480.00	Seattle (KIRO)		7/17/12
11.0	Normal Line / Spot	07/30/12-08/03/12	3	:30	3:58P- 5P (PST)		1	1	1	1	1			5	\$480.00	\$2,400.00	Seattle (KIRO)		7/17/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
-----------------------------	-------	-------------------	-------	-----------

KIRO-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station, whether verbal or written.



KIRO-TV, Inc.  
2807 Third Avenue  
Seattle, WA 98121

Media Strategies & Research  
1580 Lincoln Street  
Suite 510  
Denver, CO 80203-1907

## Contract # 322634

**Schedule Dates** 07/27/12-08/07/12  
**Advertiser** POL/Senate/Democrate/Marie Cantwell (16658)  
**Agency** Media Strategies & Research (1583)  
**Product** Political - Federal Candidate (1067)  
**Brand** Political Candidate (18969)  
**Salesperson** Blakely, Dave (1018)  
**Sales Office** KIRO-TV  
**Buyer Name**  
**Phone/Fax** /  
**CPE** EST #11422  
**Account Types** Local/Political  
**Billing Type** Standard  
**Comments**

**Date Entered** 07/17/12  
**Last Modified** 08/01/12  
**Entered By** Dana Dixon  
**CO-OP** No  
**Headline #**  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$3,982.50  
**Net Total** \$22,567.50  
**Sales Tax**

### Seattle (KIRO)

By Broadcast Month	Spots	Rate
Jul. 2012	7	\$4,540.00
Aug. 2012	35	\$22,010.00
<b>Grand Total:</b>	<b>42</b>	<b>\$26,550.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
12.0	Normal Line / Spot	08/06/12-08/06/12	3	:30	3:58P- 5P (PST)		1							1	\$480.00	\$480.00	Seattle (KIRO)		7/17/12
13.0	Normal Line / Spot	07/31/12-08/02/12	3	:30	4:57P- KIRO 7 EYEWITNESS NEWS @ 5P			1		1				2	\$700.00	\$1,400.00	Seattle (KIRO)		7/17/12
14.0	Normal Line / Spot	08/06/12-08/06/12	3	:30	4:57P- KIRO 7 EYEWITNESS NEWS @ 5P		1							1	\$700.00	\$700.00	Seattle (KIRO)		7/17/12
15.0	Normal Line / Spot	07/30/12-08/03/12	3	:30	5:29P- KIRO 7 EYEWITNESS NEWS @ 530P		1				1			2	\$650.00	\$1,300.00	Seattle (KIRO)		7/17/12
16.0	Normal Line / Spot	07/27/12-07/27/12	3	:30	5:59P- KIRO 7 EYEWITNESS NEWS @ 6P						1			1	\$650.00	\$650.00	Seattle (KIRO)		7/17/12
17.0	Normal Line / Spot	07/30/12-08/03/12	3	:30	5:59P- KIRO 7 EYEWITNESS NEWS @ 6P		1	1	1	1	1			5	\$650.00	\$3,250.00	Seattle (KIRO)		7/17/12
18.0	Normal Line / Spot	08/06/12-08/06/12	3	:30	5:59P- KIRO 7 EYEWITNESS NEWS @ 6P		1							1	\$650.00	\$650.00	Seattle (KIRO)		7/17/12
19.0	Normal Line / Spot	08/04/12-08/04/12	4	:30	6:28P- KIRO 7 EYEWITNESS NEWS @ 630P							1		1	\$425.00	\$425.00	Seattle (KIRO)		7/17/12
20.0	Normal Line / Spot	07/27/12-07/27/12	4	:30	6:58P- ENTERTAINMENT TONIGHT						1			1	\$525.00	\$525.00	Seattle (KIRO)		7/17/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:

KIRO-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station, whether verbal or written.



KIRO-TV, Inc.  
2807 Third Avenue  
Seattle, WA 98121

Media Strategies & Research  
1580 Lincoln Street  
Suite 510  
Denver, CO 80203-1907

## Contract # 322634

**Schedule Dates** 07/27/12-08/07/12  
**Advertiser** POL/Senate/Democrate/Marie Cantwell (16658)  
**Agency** Media Strategies & Research (1583)  
**Product** Political - Federal Candidate (1067)  
**Brand** Political Candidate (18969)  
**Salesperson** Blakely, Dave (1018)  
**Sales Office** KIRO-TV  
**Buyer Name**  
**Phone/Fax** /  
**CPE** EST #11422  
**Account Types** Local/Political  
**Billing Type** Standard  
**Comments**

**Date Entered** 07/17/12  
**Last Modified** 08/01/12  
**Entered By** Dana Dixon  
**CO-OP** No  
**Headline #**  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$3,982.50  
**Net Total** \$22,567.50  
**Sales Tax**

### Seattle (KIRO)

By Broadcast Month	Spots	Rate
Jul. 2012	7	\$4,540.00
Aug. 2012	35	\$22,010.00
<b>Grand Total:</b>	<b>42</b>	<b>\$26,550.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
21.0	Normal Line / Spot	07/27/12-07/27/12	3	:30	10:59P- KIRO 7 EYEWITNESS NEWS @ 11PM						1			1	\$1,100.00	\$1,100.00	Seattle (KIRO)		7/17/12
22.0	Normal Line / Spot	07/30/12-08/03/12	3	:30	10:59P- KIRO 7 EYEWITNESS NEWS @ 11PM		1	1	1	1	1			5	\$1,100.00	\$5,500.00	Seattle (KIRO)		7/17/12
23.0	Normal Line / Spot	08/06/12-08/06/12	3	:30	10:59P- KIRO 7 EYEWITNESS NEWS @ 11PM		1							1	\$1,100.00	\$1,100.00	Seattle (KIRO)		7/17/12
24.0	Normal Line / Spot	07/28/12-07/28/12	3	:30	10:59P- KIRO 7 EYEWITNESS NEWS @ 11PM							1		1	\$795.00	\$795.00	Seattle (KIRO)		7/17/12
25.0	Normal Line / Spot	08/04/12-08/04/12	3	:30	10:59P- KIRO 7 EYEWITNESS NEWS @ 11PM							1		1	\$795.00	\$795.00	Seattle (KIRO)		7/17/12
26.0	Normal Line / Spot	07/29/12-07/29/12	3	:30	10:59P- KIRO 7 EYEWITNESS NEWS @ 11PM								1	1	\$795.00	\$795.00	Seattle (KIRO)		7/17/12
27.0	Normal Line / Spot	08/05/12-08/05/12	3	:30	10:59P- KIRO 7 EYEWITNESS NEWS @ 11PM								1	1	\$795.00	\$795.00	Seattle (KIRO)		7/17/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
-----------------------------	-------	-------------------	-------	-----------

KIRO-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station, whether verbal or written.